

Center for Islamic &
Nusantara Architecture (CITAR)

Creative Industry Park

Hybridisation Approach

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- Architecture
- Design
- Fashion (fashion, mode)
- Film, Video, and Photography
- Crafts
- Computer Service and Software
- Music
- Publishing and Printing
- Advertising
- Performing Arts
- Research and Development
- Art and Antiques Market
- Interactive Games
- Radio and Television

Hybridisation

Farshid Moussavi (2007)
“Cosmopolitanism and
Architecture” in *Intervention
Architecture*, Aga Khan
Award for Architecture: New
York, NY.

The CHALLENGE for Hybridisation

The main challenge for architects is **to merge their own evolving expertise with the specificities of each project – the particularities of the site**, economics, environmental issues, the agencies that inform the process or will later use the project. Given the opportunities for cross-cultural exchange, their expertise can travel across domains and hybridise with local cultures to breed new and unique identities.

The PROCESS of Hybridisation

Hybridisation suggests a completely different approach to how one constructs architectural identities or ‘wholes’. As opposed to starting from an imagined whole (as is the case with stylistic approaches), the whole is grown out of the hybridisation of the parts, akin to the way hybrid identities evolve in individuals. Hybridisation transforms fixed architectural categories and unleashes possibilities for architectural experimentation.

Precedent: **Zhangjiang Creative Industry Base**



General goal of Shanghai Zhangjiang Creative Industry Base: with advanced technology, varied artistic forms, healthy cultural contents and powerful industrial functions, serve the general strategic target of building Shanghai into a world-level culture industry metropolis. It will mainly develop creation, design and production of comics and animation and network games that are related to the information industry of the hi-tech park, hi-tech film and video post-design and production, R&D and production of multi-media software and hardware, design of industrial products, etc, and establish investment, agency, exhibition and trade platforms that serve these industrial fields at the same time, so as to form a complete, interdependent and vital structure and industry chain.